



# Governor's Iowa Environmental Excellence Award



# 2004

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Iowa's premier environmental honors, recognizing leadership and innovation in the protection of the state's water, land and air.

## **Sponsored by:**

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Governor's Office  
the Iowa Department of Natural Resources  
the Iowa Department of Agriculture and  
Land Stewardship  
the Iowa Department of Economic Development  
the Iowa Department of Education  
the Iowa Department of Public Health  
the Iowa Waste Reduction Center

# Governor's Iowa Environmental Excellence Award



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"We must take pride in our state's natural resources and recognize Iowans who work to enhance and protect them."

-Gov. Tom Vilsack

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Iowa's environment is in the hands of every community, business, organization, farmer and citizen. Many innovative Iowans are leading the way in the protection and enhancement of our natural resources. Their actions deserve the highest recognition.

The Governor's Iowa Environmental Excellence Awards are the premier environmental honors in Iowa, designed to recognize comprehensive approaches to sustainability. Sustainable strategies can take many forms, including:

- ◆ Stewardship of natural resources
- ◆ Reducing waste generation
- ◆ Creating new technologies or processes that improve the environment or reduce reliance on natural resources
- ◆ Implementing renewable energy projects or energy efficiency improvements
- ◆ Creating partnerships for natural resource protection and enhancement, such as watershed protection
- ◆ Establishing educational or prevention programs that result in environmental improvements
- ◆ Creating programs or processes that balance economics with the environment
- ◆ Reducing and preventing air emissions
- ◆ And much more

The goal of the Environmental Excellence Awards is to recognize Iowa organizations, businesses and individuals who have excelled in any or all of these areas, demonstrating leadership, innovation and a comprehensive environmental ethic in effectively managing natural resources.

These awards are coordinated by the Governor's Office, the Iowa Department of Natural Resources, the Iowa Department of Agriculture and Land Stewardship, the Iowa Department of Economic Development, the Iowa Department of Education and the Iowa Waste Reduction Center.

## Section A: Application Cover Sheet

**Complete this sheet, cut out and staple to the rest of your application.**

- 1. Company/Organization Name:** \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: IA Zip Code: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

- 2. Type of Organization:**  
☐ Community/Local Government  
☐ Small Business or Industry (up to 200 employees)  
☐ Large Business or Industry (more than 200 employees)  
☐ Institution/Public Sector Facility (hospital, college, school, etc.)  
☐ Agriculture (operation, farm or other ag-related business or organization)  
☐ Service/Civic/Nonprofit Organization (Kiwanis, Lions Club, Pheasants Forever, etc.)

- 3. Check all awards listed below for which you are applying. You can apply for as many as you wish.**

- ☐ Environmental Excellence Award (comprehensive approach to sustainable resource management and best environmental practices)  
☐ Special Recognition in Water Quality  
☐ Special Recognition in Waste Management  
☐ Special Recognition in Energy Efficiency/Renewable Energy  
☐ Special Recognition in Air Quality  
☐ Special Recognition in Habitat Restoration/Development

- 4. Application prepared by (if different than applicant information):**

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: IA Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

- 5. The Applicant Organization** assures that the representations made in this application, including all exhibits and attachments, are true and correct and that Applicant Organization is in compliance with federal, state and local regulations.

\_\_\_\_\_  
Signature of Applicant Organization Representative

\_\_\_\_\_  
Date

- 6. Provide a brief description** of the organization, regarding type of business/service area, and customers/constituents served. Please limit your response to 50 words or less. (Use a separate page if necessary.)

## Section B: Award Criteria Questions



### Environmental Excellence Award

**NOTE: Answer the following questions in narrative form, not to exceed 5 double-sided, double-spaced, typewritten pages. Please make reference to each question heading in your response. Applicants are strongly encouraged to minimize bindery and materials. (If your organization is NOT applying for an Environmental Excellence Award, please skip this section.)**

#### **1. Leadership and Innovation-30 points**

Describe specifically why your organization should be recognized as an environmental leader. How does the organization serve as a model to its peers? How is the organization breaking new ground and providing innovation in natural resource management? For example, identify newly invented or unique aspects of your programs, in terms of methods, technologies, materials or implementation. How is the organization creatively addressing environmental issues?

#### **2. Sustainable Environmental Results-30 points**

Describe the long-term environmental impacts of your organization's programs. How much waste has been reduced? Has air or water quality been improved? Has energy been saved? Have wildlife/natural areas been improved? Provide any measurable results, such as energy saved, number of trees planted, pollution and waste tonnages avoided, percentage increase in recycling, acres of prairie restored, etc. Any necessary documentation should be included as attachments to this application.

#### **3. Economic Results-25 points**

Describe the economic benefits of the organization's environmental programs. Describe raw materials saved, labor savings, energy cost savings and/or increased productivity. Describe economic benefits to the local area – have additional jobs been created or significant capital investments been made? Any necessary documentation should be included as attachments to this application.

#### **4. Participation/Involvement-10 points**

Describe employee/member participation in environmental programs. Discuss leadership commitment. Describe community outreach and partnerships created to implement programs. Discuss involvement with key stakeholders.

#### **5. Benefits to Workers/Environment/Community-10 points**

Describe how these programs raise the overall quality of life. Has awareness been raised about natural resource issues? Have people been educated? Did communication, teamwork or other improvements take place?

#### **6. Transferability-10 points**

Discuss how these programs or efforts can be replicated by others. Can the information learned be shared with others? Is the cost of replicating reasonable? Has the program been replicated by others?

**SPECIAL PROJECT AWARDS NOTE: For each award applied for below, answer the questions in typewritten, narrative form, not to exceed two double-sided, double-spaced pages. (Your organization can choose to apply for as many special project awards as it wants. If not applying for one, please skip this section.)**

### **Water Quality Special Project Award**

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1. Name of project, general description and dates of implementation.
2. Describe in detail why this project deserves exemplary recognition.
3. Discuss how this project provides sustainable benefits to the environment. Describe specific, measurable environmental results.
4. Describe level of participation, partnerships and volunteers who helped this project be successful.
5. Describe the impact of this project on your community, local environment and overall quality of life.

### **Air Quality Special Project Award**

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1. Name of project, general description and dates of implementation.
2. Describe in detail why this project deserves exemplary recognition.
3. Discuss how this project provides sustainable benefits to the environment. Describe specific, measurable environmental results.
4. Describe level of participation, partnerships and volunteers who helped this project be successful.
5. Describe the impact of this project on your community, local environment and overall quality of life.

### **Energy Efficiency/Renewable Energy Special Project Award**

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1. Name of project, general description and date of implementation.
2. Describe in detail why this project deserves exemplary recognition. How does this program provide leadership and innovation in the development of energy efficiency practices or renewable energy? What new energy technologies have been developed? Why are the results important to Iowa's economy and environment?
3. Discuss how this project provides sustainable benefits to the environment. Describe specific, measurable environmental results.
4. Describe measurable economic results. Show energy savings, increased productivity, jobs created. Describe economic benefits to the state.
5. Describe transferability. Can the project be easily adopted? How does it serve as a model to others?

**– See other side –**

## **Habitat Restoration/Enhancement Special Project Award**

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1. Name of project, general description and dates of implementation.
2. Describe in detail why this project deserves exemplary recognition.
3. Discuss how this project provides sustainable benefits to the environment. Describe specific, measurable environmental results.
4. Describe level of participation, partnerships and volunteers who helped this project be successful.
5. Describe the impact of this project on your community, local environment and overall quality of life.

## **Waste Management Special Project Award**

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1. Name of project, general description and dates of implementation.
2. Describe in detail why this project deserves exemplary recognition. How does this project provide leadership and innovation? How does it serve as a model to others?
3. Discuss how this project provides sustainable benefits to the environment. Describe specific, measurable environmental and economic results. Include waste stream amounts and/or toxicity reduced; savings from reduced/avoided treatment or disposal; other direct or indirect savings. Include Return on Investment or payback.
4. Describe level of participation, partnerships and volunteers who helped this project be successful. Explain management commitment and employee participation.
5. Describe the impact of this project on your community, local environment and overall quality of life, including any improvements in safety.

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## Who Can Apply

### Categories:

- ◆ Community/Local Government
- ◆ Small Business and Industry (up to 200 employees)
- ◆ Large Business and Industry (more than 200 employees)
- ◆ Institution/Public Sector Facility (hospital, school, college, etc.)
- ◆ Agriculture (operation, farm or other ag-related business or organization)
- ◆ Service/Civic/Nonprofit Organization (Kiwanis, Lions Club, Pheasants Forever, etc.)

SIX AWARD AREAS HAVE BEEN ESTABLISHED FOR EACH CATEGORY:

- ◆ Environmental Excellence Award
- ◆ Special recognition award in water quality
- ◆ Special recognition award in air quality
- ◆ Special recognition award in energy efficiency/renewable energy development
- ◆ Special recognition award in habitat restoration/enhancement
- ◆ Special recognition award in waste management

**Please note!** An organization can choose to apply for any or all of the award categories. Each application area will be judged on its own merits and will not be influenced by the number of awards for which an organization applies.

## Judging

Representatives of the sponsoring organizations, along with non-governmental and others with environmental expertise, will serve as judges.

The judging committee reserves the right to make the final decision on all awards. Awards may not be presented in every category. Past winners are not eligible for an award, unless applying for a new or different project, or in a different award category. Applicants must operate in Iowa.

(See back page for directions)

## Application Procedures

1. Complete the application cover sheet inserted in this booklet (Section A), cut out and staple to the rest of your application.
2. If applying for the Environmental Excellence Award, provide a narrative response to each criteria question, not to exceed FIVE (5) typewritten, double-spaced, double-sided pages. If applying for any of the special recognition awards, provide up to a two-page (2), typewritten, double-spaced, double-sided narrative for each award applied for (see Section B for criteria questions). Applicants are strongly encouraged to minimize bindery and materials.

**Applicants can apply for as many awards as desired.**

3. Include any attachments such as photographs, charts, newspaper articles, etc. (These are in addition to the application narrative(s).)
4. Mail the original documents, plus four (4) copies to:  
Jill Cornell  
Iowa Department of Natural Resources  
502 E. 9th Street  
Wallace State Office Building  
Des Moines, IA 50319-0034

## Deadlines

Applications must be postmarked by November 5, 2004.  
Awards will be announced and presented in January 2005.

## Further Information and Assistance

Jill Cornell  
Iowa Department of Natural Resources  
Wallace State Office Building  
Des Moines, IA 50319-0034  
Phone: (515) 281-0879  
Fax: (515) 281-6794  
E-Mail: [Jill.Cornell@dnr.state.ia.us](mailto:Jill.Cornell@dnr.state.ia.us)